

VARIOUS WOODS



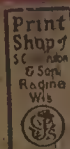
FINISHED WITH
JOHNSON'S
ARTISTIC WOOD
FINISHES

S. C. JOHNSON & SON

• "THE WOOD FINISHING AUTHORITIES" •

• • • RACINE, WIS. • • •

• • • U.S.A. • • •



VARIOUS WOODS



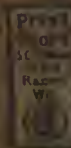
FINISHED WITH
JOHNSON'S
ARTISTIC WOOD
FINISHES

S. C. JOHNSON & SON

• "THE WOOD FINISHING AUTHORITIES" •

• • • RACINE, WIS. • • •

• • • U.S.A. • • •



QUARTERED OAK

JOHNSON'S WOOD DYE

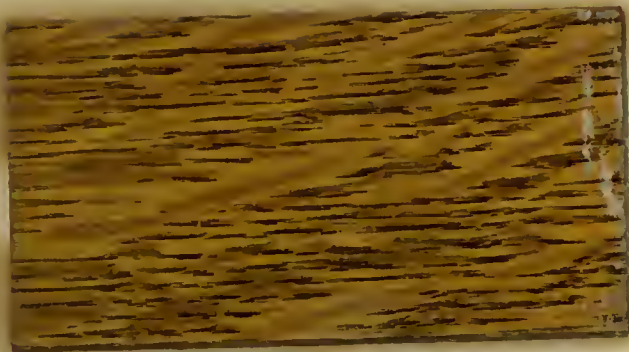
No. 124 Golden Oak

**JOHNSON'S
WOOD FILLER**

No. 10 Natural

**JOHNSON'S
UNDER-LAC**

VARNISH



QUARTERED OAK

JOHNSON'S WOOD DYE

No. 120 Fumed Oak

**JOHNSON'S
FLAT VARNISH**



QUARTERED OAK

JOHNSON'S WOOD DYE

No. 110 Bog Oak

**JOHNSON'S
WOOD FILLER**

No. 30 Dark Oak

**JOHNSON'S
PREPARED WAX**



QUARTERED OAK

JOHNSON'S WOOD DYE

No. 125 Mission Oak

**JOHNSON'S
UNDER-LAC**

**JOHNSON'S
PREPARED WAX**



QUARTERED OAK

JOHNSON'S WOOD DYE

No. 172 Flemish Oak

**JOHNSON'S
FLAT VARNISH**



QUARTERED OAK

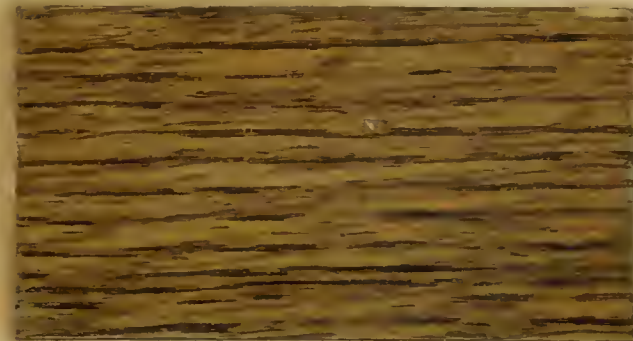
JOHNSON'S WOOD DYE

No. 110 Early English

**JOHNSON'S
WOOD FILLER**

No. 30 Dark Oak

**JOHNSON'S
FLAT VARNISH**



QUARTERED OAK

**JOHNSON'S
WOOD FILLER**

No. 10 Natural

**JOHNSON'S
PREPARED WAX**



QUARTERED OAK

**JOHNSON'S
WOOD FILLER**

No. 20 Golden Oak

**JOHNSON'S
PREPARED WAX**



PLAIN OAK

**JOHNSON'S
WOOD FILLER**

No. 30 Dark Oak

**JOHNSON'S
PREPARED WAX**



PLAIN OAK

JOHNSON'S WOOD DYE

No. 130 Weathered Oak

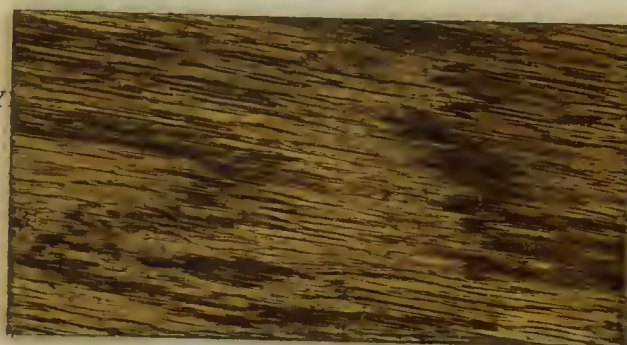
**JOHNSON'S
FLAT VARNISH**



PLAIN OAK
JOHNSON'S WOOD DYE
No. 131 Walnut
JOHNSON'S
UNDER-LAC
JOHNSON'S
PREPARED WAX



PLAIN OAK
JOHNSON'S WOOD DYE
No. 124 Golden Oak
JOHNSON'S
WOOD FILLER
No. 20 Golden Oak
JOHNSON'S
FLAT VARNISH



SOUTHERN PINE
JOHNSON'S WOOD DYE
No. 129 Dark Mahogany
JOHNSON'S
UNDER-LAC
VARNISH



SOUTHERN PINE
JOHNSON'S WOOD DYE
No. 123 Dark Oak
JOHNSON'S
FLAT VARNISH



SOUTHERN PINE
JOHNSON'S WOOD DYE
No. 120 Fumed Oak
JOHNSON'S
UNDER-LAC
JOHNSON'S
PREPARED WAX



JOHNSON'S

ARTISTIC WOOD FINISHES

JOHNSON'S WOOD DYE

made in seventeen popular shades for the artistic coloring of all wood—soft and hard. Will not streak, smudge or stick.

JOHNSON'S UNDER-LAC

a thin, elastic, spirit finish which will not chip, mar or scratch. It dries hard in less than an hour. Unsurpassed for use on linoleums, oil cloth, etc.

JOHNSON'S FLAT WOOD FINISH

for that beautiful, artistic, hand-rubbed effect at one-third the expense of a rubbed varnish job. Dries absolutely flat in three or four hours.

JOHNSON'S PREPARED WAX

a complete finish and polish for all kinds of wood—floors, woodwork and furniture, including pianos. Imparts a velvety, protecting finish of lasting beauty. Unsurpassed as an automobile body polish.

JOHNSON'S PASTE WOOD FILLER

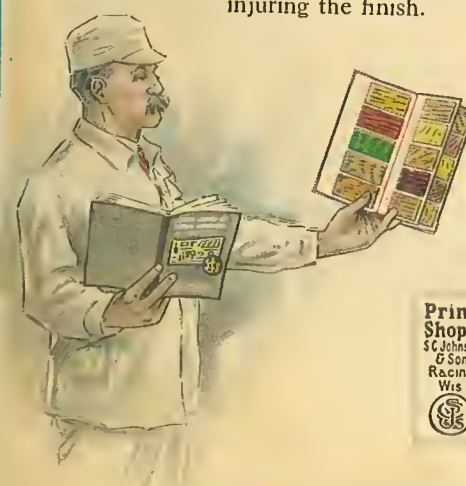
for filling the grain and pores of all wood, preparing it for the finish. Does not settle or harden in the cans.


JOHNSON'S FLOOR FINISH No. 1

for kitchen, pantry, bathroom, store, office, school room and all floors which receive hard treatment and must be frequently scrubbed with soap and water.

JOHNSON'S KLEEN FLOOR

for cleaning finished floors and keeping them in perfect condition. Removes spots, stains, discolorations, water marks, etc., without injuring the finish.



Print
Shop of
S. C. Johnson
& Son
Racine
Wis.


**S. C. JOHNSON
& SON**

*"The Wood Finishing
Authorities"*

RACINE, WIS.

FINISHING NEW WOODWORK

HARDWOOD

For a Natural Finish—apply a coat of Johnson's Natural Paste Wood Filler No. 10 upon the bare wood. After the surplus filler has been removed allow from twelve to twenty-four hours to harden and the work is then ready for the finish. (See paragraph below entitled The Finish.)

For Golden Oak and Dark Oak Effects—apply a coat of one of our colored shades of Filler directly upon the wood. Allow from twelve to twenty-four hours to harden and then apply the finish. (See paragraph below entitled The Finish.)

For Colored Effects—apply a coat of Johnson's Wood Dye, the desired shade, directly upon the wood with a soft brush. The Dye penetrates deeply bringing out the beauty of the grain without raising it in the slightest. It does not streak, smudge or stick. Johnson's Wood Dye is made in seventeen beautiful shades, as follows:

No. 110 Bog Oak	No. 127 Extra Dark Mahogany
No. 120 Fumed Oak	No. 128 Light Mahogany
No. 121 Moss Green	No. 129 Dark Mahogany
No. 122 Forest Green	No. 130 Weathered Oak
No. 123 Dark Oak	No. 131 Brown Weathered
No. 124 Golden Oak	No. 132 Green Weathered
No. 125 Mission Oak	No. 140 Early English
No. 126 Light Oak	No. 172 Flemish Oak
No. 178 Brown Flemish	

All of these may be lightened by adding wood or denatured alcohol, darkened by adding No. 172 Flemish Oak Dye and two or three shades may be mixed together; in this way any desired effect can easily be produced. Johnson's Wood Dye dries in fifteen or twenty minutes so the finish may be applied. (See paragraph below for instructions on finishing.)

Where Johnson's Wood Dye is used and a filled grain effect is desired particularly upon oak, chestnut and other open grained woods, we recommend the use of a coat of Johnson's Paste Wood Filler over the Dye.

THE FINISH

The finish over the Dye or Filler is largely a matter of taste. We recommend any one of the three following:

*A Waxed Finish A Glossed Finish
A Flat Finish*

For a Waxed Finish we recommend the use of two coats of Johnson's Prepared Wax over the Dye or Filler. This should be applied with a cloth or a stiff, oval brush—it will dry in five or ten minutes and each coat should then be well polished with a cloth or a flat, stiff bristle brush similar to the brushes used for polishing shoes. The waxed finish gives a beautiful, artistic gloss which can be easily kept in perfect condition.



FINISHING NEW WOODWORK

For a Glossed Finish apply a coat of Johnson's Under-Lac over the Dye or Filler. This will dry in an hour and a coat of Johnson's Prepared Wax should then be applied. For a still higher gloss apply varnish over the Under-Lac instead of Wax.

For a Flat Finish we recommend the use of a coat of Johnson's Flat Wood Finish over the Dye or Filler. This is a liquid preparation to be applied with a brush. It dries absolutely flat in three or four hours giving a beautiful, artistic, hand-rubbed finish at one-third the expense of a rubbed varnish job. In nine cases out of ten we think this is the proper finish to use. Johnson's Flat Wood Finish gives practically the same effect as a waxed or rubbed-varnish job at one-third the expense for labor.

SOFTWOOD

For a Natural Finish we usually recommend that a coat of Johnson's Natural Paste Wood Filler No. 10 be applied to the bare wood. After the surplus filler has been removed allow the wood from twelve to twenty-four hours to dry and it is ready for the finish. (See paragraph below entitled The Finish.)

For an Inexpensive natural finish on soft wood very fine results may be obtained by simply applying a coat of Johnson's Under-Lac directly upon the wood. This will dry in about an hour and will give the best one coat finish procurable. For a little more body apply a coat of Johnson's Flat Wood Finish or varnish over the Under-Lac—Flat Wood Finish where a dull effect is desired and varnish for a high glossed finish.

For Colored Effects on soft wood we recommend the use of a coat of Johnson's Wood Dye, the desired shade. This should be applied directly upon the wood with a soft brush. It penetrates deeply so that if the wood becomes scratched or marred the natural color is not disclosed. Johnson's Wood Dye is made in seventeen artistic shades and from these hundreds of other shades may easily be made by lightening, darkening and mixing. The dye dries in fifteen or twenty minutes and a finish must then be applied. (See paragraph below entitled The Finish.)

THE FINISH

The finish on soft wood over the Dye or Filler is largely a matter of taste. Some of our customers prefer a high glossed finish while others think that the dull effects are more artistic.

For a High Glossed Finish apply a coat of Johnson's Under-Lac over the Dye or Filler. This will dry in an hour and a coat of Johnson's Prepared Wax or varnish should then be applied—Wax for that beautiful, artistic finish so popular at the present time and varnish for a very high gloss.

For that Beautiful Flat Effect without the expense of rubbing we recommend the use of a coat of Johnson's Flat Wood Finish over the Dye or Filler. This is a liquid preparation and should be applied with an ordinary varnish brush. It will dry in three or four hours imparting a beautiful, artistic, velvety finish at one-third the expense of a rubbed varnish job.



FINISHING NEW FLOORS

Before finishing new floors be sure to see that they are well scraped otherwise they cannot be satisfactorily finished. This matter is of the utmost importance and we cannot lay too much stress upon it. After the floors have been carefully scraped they are ready for the finish. Follow the instructions given below.

HARDWOOD

For a Natural Finish apply a coat of Johnson's Natural Paste Wood Filler No. 10 upon the bare wood. After the surplus filler has been removed allow from twelve to twenty-four hours to harden and the floors are then ready to be finished. (See paragraph below entitled The Finish.)

For Golden Oak or Dark Oak Effects we recommend the use of one of our colored shades of Paste Wood Filler—either No. 20 Golden Oak or No. 30 Dark Oak. Both of these shades are very beautiful if a dark floor is desired. Allow from twelve to twenty-four hours to harden and then apply the finish. (See paragraph below entitled The Finish.)

For All Other Shades such as Mission, Mahogany, Weathered, Flemish, etc., we recommend the use of a coat of Johnson's Wood Dye, the desired shade. This should be applied with a soft brush directly upon the wood. It penetrates deeply bringing out the beauty of the grain without raising it in the slightest. It dries in fifteen or twenty minutes and the finish should then be applied. (See paragraph below entitled The Finish.)

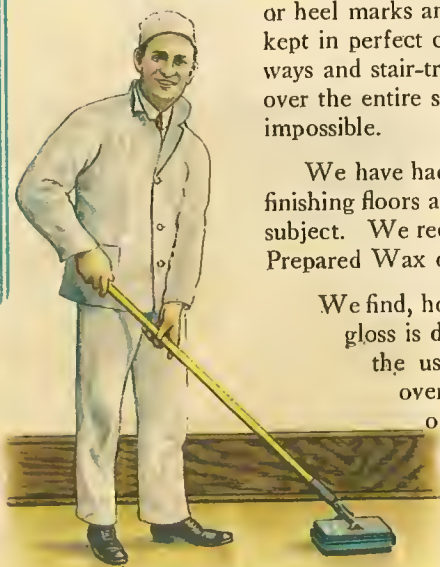
Where Johnson's Wood Dye is used and a filled grain effect is desired, particularly upon oak, chestnut and other open grained woods, we recommend the use of a coat of Johnson's Dark Paste Wood Filler No. 30 over the Dye.

THE FINISH

For the finish of new hardwood floors we recommend the use of two coats of Johnson's Prepared Wax over the Dye or Filler. The Wax should be applied with a cloth and in five or ten minutes should be brought to a polish with a weighted brush. When the first coat has hardened thoroughly a second coat should be applied and polished in the same manner. Johnson's Prepared Wax is the ideal finish for floors—it does not show scratches or heel marks and floors finished with it can be easily kept in perfect condition as worn spots, such as doorways and stair-treads, can be touched up without going over the entire surface. With varnished floors this is impossible.

We have had nearly a half century's experience in finishing floors and are considered an authority on this subject. We recommend only two coats of Johnson's Prepared Wax over the Dye or Filler.

We find, however, that in many instances a higher gloss is desired and in this case we recommend the use of a coat of Johnson's Under-Lac over the Dye or Filler and then one coat of Wax. Floors finished in this manner will prove very much more satisfactory than varnished floors but not as satisfactory as floors finished with Filler and Wax only.



FINISHING NEW FLOORS

SOFTWOOD

For a Natural Finish. Be sure that the floors are perfectly smooth and then apply a coat of Johnson's Natural Paste Wood Filler No. 10. Allow this from twelve to twenty-four hours to harden and the floors are then ready to be finished. (See paragraph below entitled The Finish.)

For Colored Effects on softwood floors we recommend the use of a coat of Johnson's Wood Dye, the desired shade. This should be applied with a soft brush—it penetrates deeply bringing out the beauty of the grain without raising it. Johnson's Wood Dye is manufactured in seventeen beautiful shades all of which may be lightened or darkened at will according to the instructions given on the labels. Two or three shades may also be mixed together and in this way any desired effect can easily be produced. The Dye dries in fifteen or twenty minutes and the work is then ready for the finish. (See paragraph below entitled The Finish.)

THE FINISH

For finishing softwood floors we recommend the use of two coats of Johnson's Prepared Wax—this should be applied with a cloth and in five or ten minutes brought to a polish with a weighted brush. When the first coat has had an opportunity to thoroughly harden apply a second coat and polish in the same manner. Floors finished in this way will give lasting satisfaction as they can easily be kept in perfect condition with little expense and trouble.

For a Higher Gloss than the wax gives apply a coat of Johnson's Under-Lac over the Dye or Filler and then one coat of Wax or varnish—Wax for a beautiful, artistic, durable finish and varnish for a very high gloss.

KITCHEN FLOORS

For finishing kitchen and all other floors which receive hard treatment and must be frequently scrubbed with soap and water we recommend the use of a coat of Johnson's Natural Paste Wood Filler No. 10 and then a coat of Johnson's Floor Finish No. 1. This latter preparation is really more of a floor dressing than a floor finish—it preserves the wood preventing it from becoming soft and gray under the constant action of soap, water and strong washing compounds. It also prevents dirt and grease from being ground into the wood. Subsequent coats of the Floor Finish No. 1 may be applied as required.

These instructions also apply to pantry, bathroom, store, office, school room and all floors which receive frequent scrubbing.

Write for a copy of our instruction book entitled "The Proper Treatment for Floors, Woodwork and Furniture." This describes the complete line and gives a lot of valuable information on finishing all wood—soft or hard.

Bring your wood finishing troubles to our service department which is in charge of experts in this line. All inquiries are given prompt and careful attention.



REFINISHING OLD FLOORS

If In Fair Condition. Clean the floors thoroughly with Johnson's Kleen Floor—this will remove all spots, stains, discolorations, water marks, etc., leaving the wood bright and clean. Johnson's Kleen Floor does not injure the finish in the slightest—it may be used satisfactorily on all finishes—wax, varnish or shellac.

After using Kleen Floor be sure to wipe the wood just as dry as possible with a cloth and allow it to stand for an hour or two, then apply a coat of Johnson's Prepared Wax with a cloth and polish with a weighted brush. A second coat of Johnson's Prepared Wax applied and polished in the same manner will add to the beauty and durability of the finish.

If In Poor Condition. Where floors are very badly scratched and worn the only way to refinish them satisfactorily is to entirely remove the old finish—this can be easily and quickly accomplished with Johnson's Electric Solvo, the best paint and varnish remover on the market. Be sure to entirely remove the old finish—in this lies the secret of successful refinishing—then allow the wood plenty of time to dry.

After the old finish has been thoroughly removed refinish the floors the same as if they were new. First fill any cracks there may be with Johnson's Crack Filler—this will harden in twenty-four hours and will not shrink, crack or crumble—it takes Johnson's Wood Dye the same as the wood itself. (See instructions for finishing new floors on pages 4 and 5.)

HOW TO KEEP FLOORS IN GOOD CONDITION

Floors can easily be kept in perfect condition by simply cleaning them occasionally, say two or three times a year, depending upon the wear they receive. We recommend the use of Johnson's Kleen Floor for this purpose. It removes all spots, stains, discolorations, water marks, etc., leaving the wood bright and clean—it does not injure the finish in the slightest. For very badly soiled floors or for deep-seated stains we recommend the use of a stiff bristle scrubbing brush in connection with the Kleen Floor.



After cleaning the floors thoroughly apply a coat of Johnson's Prepared Wax with a cloth and polish with a weighted brush. A second coat applied and polished in the same manner will add greatly to the beauty and durability of the finish.

Leading paint, hardware and drug dealers everywhere handle The Johnson Line. If yours hasn't our goods in stock insist upon him procuring your requirements for you from one of the distributors mentioned in this portfolio.

REFINISHING OLD WOODWORK AND FURNITURE

The method of refinishing old woodwork and furniture is identical so we are covering both subjects under one head.

Woodwork and furniture **In Fair Condition** may be greatly improved by applying a coat of Johnson's Prepared Wax with a cloth and polishing with a dry cloth or a flat, stiff bristle brush, similar to the brushes used for polishing shoes. Johnson's Prepared Wax may be used upon the finest furniture, including pianos, with perfect results. It is unsurpassed for use on mission furniture.

Almost every household has old furniture and woodwork on which the finish is very thin or almost entirely worn off. This may be greatly improved with an application of Johnson's Under-Lac right over the present finish—it will dry in an hour giving a beautiful, durable, glossy finish. To change the color of the wood as well as brighten it up we recommend the use of a coat of Johnson's Wood Dye right over the present finish and then a coat of Johnson's Under-Lac.

For a Hand-Rubbed Effect on highly varnished woodwork and furniture we recommend the use of a coat of Johnson's Flat Wood Finish right over the varnish—it will dry in three or four hours giving a beautiful, hand-rubbed effect at one-third the expense of a rubbed varnish job.

Where it is desirable to change the color of furniture or woodwork without removing the old finish we recommend that a coat of Johnson's Wood Dye, the desired shade, be applied over the present finish with a camel's hair or fitch brush. It dries almost instantly and a coat of Johnson's Flat Wood Finish should then be applied. This opens up an entirely new field of endeavor for painters and decorators.

IN POOR CONDITION

Where woodwork and furniture is very badly scratched and marred the only way to refinish it satisfactorily is to entirely remove the finish. This can be easily and quickly accomplished with Johnson's Electric Solvo which leaves the wood bare and clean the same as before any finish was applied. Be sure to entirely remove the old finish, then allow the wood plenty of time to dry and it is ready to be refinished as new with Johnson's Paste Wood Filler or Wood Dye and Prepared Wax, Under-Lac or Flat Wood Finish. (See pages 2 and 3 for full instructions on finishing new woodwork.)

Ask your dealer for a copy of our book, "The Proper Treatment for Floors, Woodwork and Furniture," in which the complete Johnson line is fully described.



THE JOHNSON SERVICE

Our service department is in the hands of a corps of experts and all questions on wood finishing are given prompt and careful attention. If any questions are brought to us which we do not know how to answer, experiments are immediately made in our finishing department and you are given the benefit of them.

During our thirty years experience we have spent hundreds of thousands of dollars in our experimental room in order to perfect a line of wood finishes which is not only practical from all standpoints but which also brings out the beauty of the wood and preserves it as well.

Do not hesitate to bring your wood finishing troubles to us nor to follow our advice in matters of this kind. Our many years of experience have won for us the title of "The Wood Finishing Authorities," a reputation which we cherish with particular pride. In our office we have unsolicited testimonials from thousands of the best painters, wood finishers, architects, contractors, builders, and manual training instructors in the country.

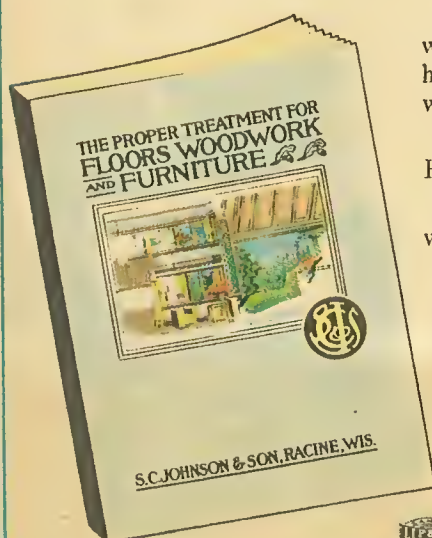
FOR POLISHING AUTOMOBILES

there is nothing equal to **Johnson's Prepared Wax**. It holds the lustre indefinitely, sheds water and is the one preparation that eliminates the objectionable dust collecting feature, leaving a high, perfect, smooth finish. Mud spots can be easily and entirely removed from cars which have been polished with Johnson's Prepared Wax. It protects and preserves the varnish.

Johnson's Prepared Wax is easy to use. Apply a very light coat with a cloth and polish immediately with a soft woolen or cheese-cloth rag, using long sweeping strokes.

Where the varnish has become rough a perfectly smooth new body can be built up with Johnson's Prepared Wax. Apply several coats polishing each well and allowing a half-hour interval between coats. In many cases this will save the expense of having a car revarnished.

COVERING CAPACITIES



Ask for this Book—It is Free

One gallon of Johnson's Wood Dye will cover approximately 700 sq. ft. on hard woods, and 400 sq. ft. on soft woods.

One gallon of Johnson's Flat Wood Finish will cover 500 sq. ft.

One gallon of Johnson's Under-Lac will cover 500 sq. ft.

One gallon of Johnson's Paste Wood Filler will fill 40 sq. ft.

One Pound of Prepared Wax will cover 250 sq. ft. one coat.

One gallon of Johnson's Floor Finish No. 1 covers 300 sq. ft.



S. C. JOHNSON & SON
"The Wood Finishing Authorities"
RACINE, WIS.

SOUTHERN PINE
JOHNSON'S WOOD DYE
No. 125 Mission Oak

JOHNSON'S
UNDER-LAC

JOHNSON'S
PREPARED WAX



SOUTHERN PINE
JOHNSON'S WOOD DYE
No. 110 Bog Oak

JOHNSON'S
PREPARED WAX



SOUTHERN PINE
JOHNSON'S WOOD DYE
No. 126 Light Oak

JOHNSON'S
UNDER-LAC

JOHNSON'S
PREPARED WAX



CYPRESS
JOHNSON'S WOOD DYE
No. 128 Light Mahogany

JOHNSON'S
UNDER-LAC

JOHNSON'S
PREPARED WAX



CYPRESS
JOHNSON'S WOOD DYE
No. 123 Dark Oak

JOHNSON'S
FLAT VARNISH



CYPRESS

JOHNSON'S WOOD DYE

No. 124 Golden Oak

JOHNSON'S
UNDER-LAC

JOHNSON'S
PREPARED WAX



CYPRESS

JOHNSON'S WOOD DYE

No. 126 Light Oak

JOHNSON'S
FLAT VARNISH



BIRCH

JOHNSON'S WOOD DYE

No. 128 Light Mahogany

JOHNSON'S
UNDER-LAC

JOHNSON'S
PREPARED WAX



BIRCH

JOHNSON'S WOOD DYE

No. 125 Mission Oak

JOHNSON'S
UNDER-LAC

JOHNSON'S
PREPARED WAX



BIRCH

JOHNSON'S WOOD DYE

No. 110 Bog Oak

JOHNSON'S
PREPARED WAX



BIRCH

JOHNSON'S WOOD DYE

No. 126 Light Oak

JOHNSON'S
FLAT VARNISH



BIRCH

JOHNSON'S WOOD DYE

No. 129 Dark Mahogany

JOHNSON'S
UNDER-LAC
VARNISH



BIRCH

JOHNSON'S WOOD DYE

No. 123 Dark Oak

JOHNSON'S
UNDER-LAC

JOHNSON'S
PREPARED WAX



MAPLE

JOHNSON'S
WOOD FILLER

Natural No. 10

JOHNSON'S
FLOOR FINISH NO. 1



MAPLE

JOHNSON'S WOOD DYE

No. 123 Dark Oak

JOHNSON'S
UNDER-LAC
JOHNSON'S
PREPARED WAX

